

PROJECT NUMBER: 4022
PROJECT TITLE: International Product Development-Asia/Pacific Region
PERIOD COVERED: June, 1989
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I. PROJECT RING (Korea)

- A. Objective: Develop new products to compete with 88 Lights and Pine Tree Golden Lights.
- B. Results: Prototypes to compete with both products are ready for consumer evaluation.
- C. Plans: PMAI has requested that Seoul Consumer Panel Test #3 SCP evaluate our 88 Lights prototype (PMSL filter). Test #3 should be ready to ship by 9/1/89. Parliament prototypes for the test will be made at Stockton Street.

II. PROJECT SINGAPORE (Singapore)

- A. Objective: Ensure PM brand line-up conforms to the impending Tar/Nicotine Legislation which requires all brands to yield a maximum of 15.0 mg. Tar and 1.3 mg. Nicotine as measured by the UK method. All of our export products manufactured after 8/1/89 must conform. PMAI has requested that even our "Duty Free" products, sold to Singapore, comply with the legislation.
- B. Results: Prototypes have been made on all products which did not conform to the new law, except Lark KS SP, and Marlboro Menthol. Specifications are being written for all revised products.
- C. Plans: A factory trial was completed in Louisville 6/30/89 on Marlboro Menthol (non-diluted). A factory trial at the M/C will be performed on Lark KS SP after factory shut-down. As specifications are completed and approved, they will be provided to Operations Services.

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